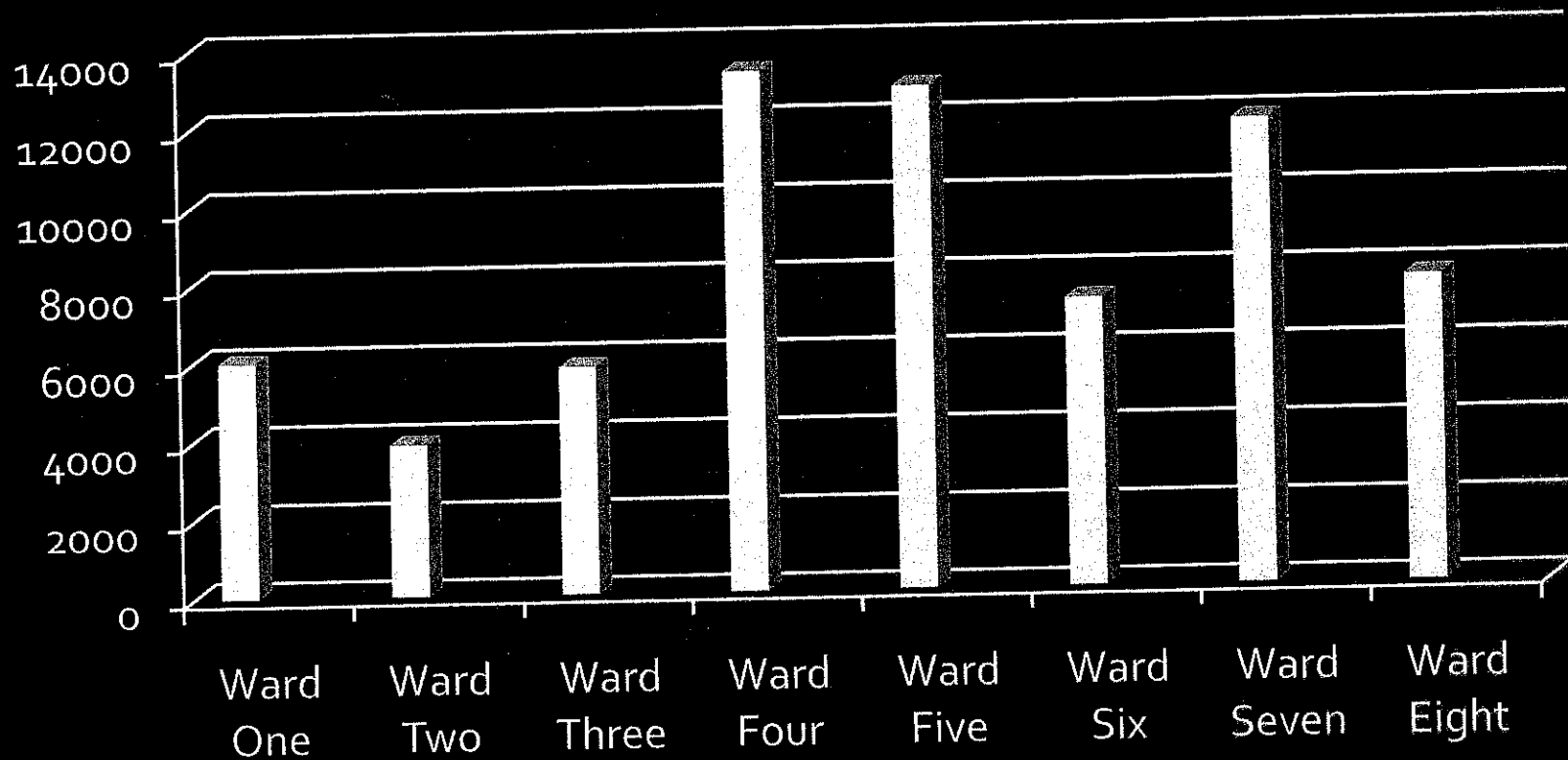
Gray For Mayor
Campaign
Second Half
Ward Action Goals

PRECINCT TARGETING

HI-SWEEP PRECINCTS	69	GRAY VOTES	72% +	41,196
LO-SWEEP PRECINCTS	23	GRAY VOTES	60% +	10,796
I.D. PRECINCTS	51	GRAY VOTES	32% +	17,203
TOTAL PRECINCTS	143	GRAY VOTES		69,185
		FENTY VOTES		54,700

Gray Vote Goals

By Ward

TOTAL 69,194

WARD MANAGEMENT

- Full Sweep Actions – Wards 5, 7 and 8
  - Universal canvass
  - Follow-up robo calls with "sweep" messaging
  - Universal final candidate call
- Major Opportunity Actions – Wards 1, 4 and 6
  - Canvass supported by ID and persuasion phoning
  - Follow-up and candidate call targeted to Gray, leaning and persuadable voters.
- Individual Voter Actions – Wards 2 and 3
  - Identification canvass
  - Follow up Gray messaging and candidate call to Gray, leaning and persuadable voters.

Level One: FULL SWEEP

- WARD FIVE
- WARD SEVEN
- WARD EIGHT

WARD FIVE ACTION PLAN

CANVASSING		
	Registered Voters	46,218
	Projected Sept. 14 Turn-out	17,919
	Hi-Sweep Precincts	18
	Lo-Sweep Precincts	0
	ID Targeted Precincts	0
	Volunteer Hours Per Week	514
	Volunteer Goal	129
	Prospects Required	258
	GRAY Vote Goal	**12,909**

WARD SEVEN ACTION PLAN

CANVASSING	
Registered Voters	46,653
Projected Sept. 14 Turn-out	16,573
Hi-Sweep Precincts	24
Lo-Sweep Precincts	0
ID Targeted Precincts	0
Volunteer Hours Per Week	507
Volunteer Goal	127
Prospects Required	254
GRAY Vote Goal	**11,933**

WARD EIGHT ACTION PLAN

CANVASSING		
	Registered Voters	37,602
	Projected Sept. 14 Turn-out	10,916
	Hi-Sweep Precincts	16
	Lo-Sweep Precincts	0
	ID Targeted Precincts	0
	Volunteer Hours Per Week	418
	Volunteer Goal	104
	Prospects Required	208
	GRAY Vote Goal	**7,859**

Level Two: MAJOR OPPORTUNITY

- WARD ONE
- WARD FOUR
- WARD SIX

WARD ONE ACTION PLAN

CANVASSING		
	Registered Voters	36,484
	Projected Sept. 14 Turn-out	12,582
	Hi-Sweep Precincts	1
	Lo-Sweep Precincts	6
	ID Targeted Precincts	9
	Volunteer Hours Per Week	188
	Volunteer Goal	47
	Prospects Required	94
	GRAY Vote Goal	**6,038**

WARD FOUR ACTION PLAN

CANVASSING		
	Registered Voters	46,653
	Projected Sept. 14 Turn-out	21,572
	Hi-Sweep Precincts	9
	Lo-Sweep Precincts	9
	ID Targeted Precincts	2
	Volunteer Hours Per Week	488
	Volunteer Goal	122
	Prospects Required	244
	GRAY Vote Goal	**13,342**

WARD SIX ACTION PLAN

CANVASSING		
	Registered Voters	39,160
	Projected Sept. 14 Turn-out	14,575
	Hi-Sweep Precincts	1
	Lo-Sweep Precincts	7
	ID Targeted Precincts	10
	Volunteer Hours Per Week	302
	Volunteer Goal	76
	Prospects Required	157
	GRAY Vote Goal	**7,389**

Level Three: INDIVIDUAL VOTERS

- WARD TWO
- WARD THREE

WARD TWO ACTION PLAN

CANVASSING		
	Registered Voters	29,300
	Projected Sept. 14 Turn-out	10,316
	Hi-Sweep Precincts	0
	Lo-Sweep Precincts	1
	ID Targeted Precincts	13
	Volunteer Hours Per Week	145
	Volunteer Goal	36
	Prospects Required	72
	GRAY Vote Goal	**3,904**

WARD THREE ACTION PLAN

CANVASSING		
	Registered Voters	34,544
	Projected Sept. 14 Turn-out	18,211
	Hi-Sweep Precincts	0
	Lo-Sweep Precincts	0
	ID Targeted Precincts	17
	Volunteer Hours Per Week	144
	Volunteer Goal	36
	Prospects Required	72
	GRAY Vote Goal	**5,829**

CANDIDATE ALLOCATION

By Ward

- Meet and Greet – Tilt toward Identification Wards and Precincts.
- Town Hall Meetings – One in every ward – part of media drive "Taking Platform To The People."
- Visibility Events – Motivational and high volume "press the flesh" – tilt toward sweep and potential high Gray turnout wards and precincts.
- Rallies – Key campaign tool for raising turn-out in Hi-Sweep areas.

WARD ONE CANDIDATE GOALS

29 CANDIDATE APPEARANCES

CANDIDATE EVENTS			
Meet and Greet	July (9)	August (9)	September (5)
Rallies	July (2)	August (2)	September (1)
Town Hall Meeting	(1)		

WARD TWO CANDIDATE GOALS

22 CANDIDATE APPEARANCES

CANDIDATE EVENTS:			
Meet and Greet	July (7)	August (7)	September (4)
Rallies	July (1)	August (1)	September (1)
Town Hall Meeting	(1)		

WARD THREE CANDIDATE GOALS

24 CANDIDATE APPEARANCES

CANDIDATE EVENTS			
Meet and Greet	July (7)	August (7)	September (4)
Rallies	July (2)	August (2)	September (1)
Town Hall Meeting	(1)		

WARD FOUR CANDIDATE GOALS

47 CANDIDATE APPEARANCES

CANDIDATE EVENTS			
Meet and Greet	July (9)	August (9)	September (3)
Rallies	July (10)	August (10)	September (5)
Town Hall Meeting	(1)		

WARD FIVE CANDIDATE GOALS

44 CANDIDATE APPEARANCES

CANDIDATE EVENTS			
Meet and Greet	July (8)	August (8)	September (2)
Rallies	July (10)	August (10)	September (5)
Town Hall Meeting	1		

WARD SIX CANDIDATE GOALS

28 CANDIDATE APPEARANCES

CANDIDATE EVENTS			
Meet and Greet	July (5)	August (5)	September (2)
Rallies	July (5)	August (5)	September (5)
Town Hall Meeting	(1)		

WARD SEVEN CANDIDATE GOALS

44 CANDIDATE APPEARANCES

CANDIDATE EVENTS			
Meet and Greet	July (6)	August (6)	September (3)
Rallies	July (11)	August (11)	September (6)
Town Hall Meeting	(1)		

WARD EIGHT CANDIDATE GOALS

29 CANDIDATE APPEARANCES

CANDIDATE EVENTS			
Meet and Greet	July (4)	August (4)	September (3)
Rallies	July (7)	August (7)	September (3)
Town Hall Meeting	(1)		